it more attractive for advertisers/marketing agencies, improving the quality of content and presentation of Channels, eliciting commercial income from other Government Departments for telecast of their programmes on DD Channels. Prasar Bharati has also intimated that is has started its own marketing set up to boost its commercial earnings.

Financing of Film Producers

528. DR. DASARI NARAYANA RAO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether under the RBI scheme Public Sector Bank may provide finance to Film Producers with good track record;

(b) whether Banks are permitted to finance the entire project cost of the film; and

(c) if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) As per RBI guidelines, Public Sector Banks may finance production of films of producers with good track record subject to certain conditions. The RBI guidelines state that ordinarily producers are required to bring in atleast 25% of the project cost as promoters contribution and they also tie up with the distributors and receive advances as per usual practices to cover 35% to 40% of the budget. It has thus been stipulated in the guidelines that bank advances would be for the balance requirement of 35% to 40% of the cost. However, in deserving cases where the Banks are quite comfortable with the project as well as the background of the producers, the financing can be increased upto 50% of the project cost on merits.

Recommendations of Press Council relating to motivated press reports

529. SHRI PRASANTA CHATTERJEE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number of recommendations of Press Council against motivated Press Reports made during the last three years;